

ABSTRACT OF THE DISCLOSURE

Using a strip material M applied with a film F for forming a label to a base sheet S, cuts are formed corresponding to the plane configuration of a recording substrate D while feeding the strip material M, and film areas F1 and F2 excluding labels L are collected. Owing to this, the labels L are left on the base sheet S and, after being peeled off at the peeling means 14, the label L is sucked and held by the label holding member 51. After that, the label L is transferred to a recording substrate D at the laminating position on a stage 50 and is laminated onto the recording substrate D while being pressed by the press roller 62.